Portuguese developer of location analytics (geospatial analytics) software – SaaS - is looking for location data providers and companies working with geospatial data for a technical cooperation agreement

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Identificativo proposta:TOPT20200701002 RICHIEDI MAGGIORI INFORMAZIONI

A Portuguese SME founded in 2014 is looking for location data providers and companies working with geospatial data to establish a technical cooperation agreement. Its product is a user-friendly location analytics software (SaaS) with no-code solution, where business users can make faster and better decisions based on reliable spatial insights. This refers to an innovation challenge where the technology makes it easier for data providers to bring data to life and sell it to end customers.

The Portuguese developer of analytics software are sighting data providers focused on location data (geospatial datasets) because location-based datasets are a complementary product with higher value for the end customers and empower customer acquisition and retention. The most common use cases of the technological product are related with location and infrastructure, sales, marketing and data monetization. • Location and infrastructure: help to find the best place to open a new store or place a new asset (network, cables, cell antennas, distribution points, etc), define delivery areas, assess competition locations: • Sales: define or refine sales territories, understand geographical share-of-customers or share-of-wallet, optimize sales team territorial distribution, monitor territorial sales performance and correlate geographical visits with sales. • Marketing: understand customer distribution across the territory, create geographical customer segmentation, create location-based campaigns and monitor competitor campaigns across the territory. • Service and logistics: analyze and monitor requests geographically, optimize the territorial distribution of service teams and distribution routes or points and identify problematic areas. • Data monetization: creating analytics-as-a-service products to sell data to corporate customers (for clients that have data to sell). The competitive differentiation of the technological product is related with those aspects: traditional GIS (geographic information system) tools are designed for experts, with a long learning curve and packed with an extensive number of features that very often are unnecessary to the majority of users; those tools are mainly provided as a desktop software, with limited scalability. On the opposite, this technologic product is built for the modern business users and is based on simplicity: simple to use, simple to implement, simple to buy (simple annual subscription model, no CAPEX). This Portuguese SME is looking for technical cooperation agreement with other entities so that resources can be pooled and skills shared to further development of the technical aspects of the product.

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